

ANDREW D. WHITE, Formerly U. S. Ambassador to Germany and Ex-President of Cornell University



writes:

"A CHEAP issue of The Encyclopaedia Britannica, of the same number of volumes but of smaller size, seems to me a very great service to the American people, and it puts at their disposal one of the most wonderful sources of information regarding the whole world. I have compared a volume with the corresponding original volume of the latest edition of the Encyclopaedia and have found it an excellent copy."

CHARLES WM. DABNEY, President University of Cincinnati



writes:

"I WOULD not have believed it possible to produce such an issue of The Encyclopaedia Britannica if I had not seen it. It is a marvel of compactness, clearness and cheapness. You have rendered a service to the American people in putting this Encyclopaedia within the reach of every school and of hundreds of thousands of families. This issue must be regarded, therefore, as a great educational as well as a wonderful publishing achievement."

ALBA B. JOHNSON, President Baldwin Locomotive Works



says:

"THE type is so clear that it seems to me to be especially suitable for such a work of reference while its more convenient size will make the 'Handy Volume' issue preferred by many to whom the difference in price would be unimportant. In bringing out this issue of so important a work of reference you are doing a public service."

ELBERT H. GARY, Chairman Board of Directors U. S. Steel Corporation



writes:

"I EXAMINED with considerable interest the 'Handy Volume' issue of The Encyclopaedia Britannica. You are to be congratulated upon being able in this way to bring the splendid work within the reach of men and women of moderate means."

RUDOLPH BLANKENBURG, Mayor of Philadelphia, 1911-15.



says:

"THE Encyclopaedia Britannica is regarded as a business and household necessity by those who have been able to afford it. The 'Handy Volume' issue will now give to people in very moderate circumstances that ready access to the knowledge of the world which is indispensable to progress and success in life."

Sets in different bindings, with special bookcases, may be seen at

Gimbel Brothers, Broadway at 33rd St.  
Charles Scribner's Sons, 597 Fifth Ave.  
Henry Malkan's, 42 Broadway

Orders may be left there, or full information and details obtained.

# What these prominent men think of the "Handy Volume" issue of the new Encyclopaedia Britannica is in the letters printed on this page

## The Britannica is Biggest and Best

**Reputation** The standard work of general reference for more than a century.

**Authority** Written by the world's greatest experts—men and women known all over the world, and chosen from the whole world because they know.

**Interest** Written and edited by those who, besides being recognized authorities, can write attractively and informingly, and for everybody.

**Appeal** Treats of the whole world's history, thought, art and science; for all sorts of people all over the world.

**Contents** Forty-four million words—as much as four hundred ordinary volumes of 100,000 words each; fifteen thousand illustrations and maps; classified index with five hundred thousand entries.

**Usefulness** Wide scope, highest authority, unquestioned supremacy and low prices.

## Four Vital Features of the "Handy Volumes"

**Complete** Guaranteed by the publishers as well as by ourselves—to contain everything—text, illustrations and maps—in the most recent (11th) edition of The Encyclopaedia Britannica.

**Authorized** Books, packed ready for shipment, are supplied us by the publishers, owners of the American copyright. Our name does not appear anywhere on books or bookcase. Our only connection with The Encyclopaedia Britannica is that we have an exclusive contract with the publishers, who furnish us a large quantity of these sets at a very low price.

**Well Manufactured** Made, under the supervision of the publishers, by the same printers and binders as the issue that costs three times as much; all materials, paper, leather, cloth, etc., equally high grade; printed from new, clear plates; all color work by the same first class processes; in every way a handsome set of books.

**Attractive and Usable** The identical contents that are in the bigger issue are here in "Handy Volumes," smaller and lighter; size 8 3/8 x 6 1/2 x 1 inch; weight 21 ounces, each volume. Page smaller but print clear and legible. Volumes not too large or heavy for constant, intimate use.

## Small Price—Little Instalments—Strong Guarantee

**Low Price** A saving of 64% compared with the only other issue of the new Britannica.

**Small Initial Payment** Complete set (entire 29 vols.) shipped to your address on first payment of only \$1.00.

**Low Instalments** Payment completed by monthly remittances of \$3.00 each.

**Satisfaction Guaranteed** We refund every cent you've paid (including shipping charges), if within three weeks you return the set, no matter what the ground of your dissatisfaction.

If you wish, consult any bank as to the effectiveness of our guarantee.

What **WE** think you want to know about this offer is printed above

What do **YOU** think and what are you going to do?

You need the new Britannica in this convenient form and at this wonderful bargain price. If you are sure of that now, send us \$1.00 immediately, check "2" on the coupon, and we will reserve a set for you.

If you have any questions to ask, write for fuller information and check "1" on the coupon.

SEARS, ROEBUCK AND CO.  
CHICAGO  
Sole Distributors

CHARLES M. SCHWAB, President of the Bethlehem Steel Corporation

says:

"THE publication of the 'Handy Volume' issue of The Encyclopaedia Britannica is something much more important than any purely commercial undertaking could be. It is bringing the most important and authoritative work of its kind in the world within the reach of those ambitious people of moderate means who need it most, who are raising themselves to positions of responsibility."



RICHARD MACLAURIN, President Massachusetts Institute of Technology

writes:

"THE 'Handy Volume' issue of The Encyclopaedia Britannica is a great achievement. Here we have the very best thing of its kind available in most convenient form and at an extraordinary low price. The photographic process ensures that nothing has been omitted from the original. It is a great thing for education to have this unrivalled Encyclopaedia reduced to really popular prices."



REV. RUSSELL H. CONWELL, President of Temple University

says:

"THE 'Handy Volume' issue of the Britannica at one-third of the price of the Cambridge issue is a grand, good idea. Our whole idea at Temple University has been to teach the students what they needed to learn, at the hours and on the days most convenient to them at the lowest possible cost. The Encyclopaedia Britannica is another way of rendering the same kind of service."



ELIHU THOMSON, Chief Electrician General Electric Company

says of this new issue:

"I FIND the new 'Handy Volume' edition of The Encyclopaedia Britannica a remarkable reproduction of the matter found in the larger volumes. The illustrations and the print are excellent examples of reproduction by the well-known photo-zincographic processes."



GRIFFITH OGDEN ELLIS, Editor of "The American Boy."

says:

"I WANT to commend your enterprise in publishing the 'Handy Volume' issue of The Encyclopaedia Britannica at such a low price. Few people know better than I how much of an educational service you thus render the people of this country—especially to those families that have boys and girls. Such families especially need such an authoritative reference work, and the 'Handy Volume' size will make its use more attractive to the young people."



SEARS, ROEBUCK AND CO.  
CHICAGO

Please send me

1. The booklet with full information about the "HANDY VOLUME" issue of the new Encyclopaedia Britannica, sample pages, bindings, prices, terms, etc.

2. Order form, which I will sign on receipt. Reserve one set for me. \$1 enclosed as first payment.

Name

Address